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NEW YORK 19, N.Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, JANUARY 19, 1945

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Postponed from 1/19	NOTE...THE "YOU BRING IT, WE STYLE IT" FASHION SHOW, SPONSORED BY THE CITIZENS COMMITTEE FOR THE ARMY AND NAVY, HAS BEEN POSTPONED TO FEB. 27. SEE PAGE 9 FOR DETAILS.		
Friday Jan. 19 11:00 A.M.	PRESS PREVIEW OF KENETH HOPKINS HATS	ROSETTE PENNINGTON	10 EAST 56TH STREET SALON
	The first New York showing of Keneth Hopkins of Beverly Hills Hats will be given by Rosette Pennington (formerly called Chez Rosette), New York representative for Keneth Hopkins. Press by invitation only. Publicity: Fern Helscher and Mary March, PL. 3-6800.		
Friday Jan. 19 3:00 P.M.	COOKING SCHOOL: "RATION FREE MEALS"	THE NAMM STORE BROOKLYN	COLONIAL ROOM THIRD FLOOR
	"How To Do Without Points" is the timely theme of this week's cooking session. Open to public. Publicity: Rhoda Friedman, TR. 5-5700.		
Friday Jan. 19 5:00 P.M.- 8:00 P.M.	FORMAL INTRODUCTION AT COCKTAIL PARTY	MISS AMERICA MAGAZINE 350 FIFTH AVENUE	ST. REGIS HOTEL PENTHOUSE
	A formal introduction of the staff of the new monthly teen-age magazine, "Miss America" -- to advertisers, manufacturers, retailers, etc. This magazine with a circulation of over 500,000 contains fashion, fiction, movies, comics, and advice to teen-age girls. The 4th issue (February) is now on sale at newsstands for 10¢. By invitation only. Publicity: Jacqueline Podeyn, BR. 9-5890.		
Saturday Jan. 20 8:30 P.M. Dinner	ANNUAL DINNER	PIECE GOODS BUYERS ASSOCIATION	HOTEL ASTOR
	The first Piece Goods Association party since 1942 will have 1,000 people from the dress, fabric and allied trades at the banquet and entertainment. Part of the proceeds of the affair will go toward war and communal charities, according to Fred Weinblatt, entertainment committee chairman. Contact: CI. 5-9311.		
Beginning Saturday Jan. 20	EXHIBITION OF HIGH SPOTS OF FASHION	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Stressing how modern fashions are derived and adapted from romantic source material. Open to public, 9:00 A.M. to 9:00 P.M. weekdays; Saturday until 5:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.		
Jan. 20	INAUGURATION OF PRESIDENT ROOSEVELT (Saturday)		

WEEK BEGINNING MONDAY, JANUARY 22, 1945

Monday Jan. 22- Jan. 27 9:00 A.M.- 5:30 P.M.	SEMI-ANNUAL FURNITURE MARKET WEEK	NEW YORK FURNITURE EXCHANGE	206 LEXINGTON AVENUE
	The 54th Year for the Semi-Annual Market Week. Post-war plans and developments for furniture, and discussions of present mfg. and distribution problems. Press by invitation only. Publ.: L.C. Schneider, CA. 5-1160.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Jan. 22	OPENING OF SUMMER LINES	ST. LOUIS FASHION CREATORS	ST. LOUIS MISSOURI

Summer lines of junior and misses' dresses, coats, suits, and sportswear will be shown at the Hotel Lennox and individual showrooms in St. Louis. Following the wartime custom, there will be no style shows, no style clinics, and no banquets or mass entertainment.

Monday Jan. 22-26	DALLAS SPRING MARKET WEEK	AMERICAN FASHION ASSOCIATION	ADOLPHUS & BAKER HOTELS--DALLAS, TEXAS
Tuesday Jan. 23 1:00 P.M. Luncheon	GOWNS AND JEWELRY AT LUNCHEON SHOW	FILER-MACHOL LACKRITZ JEWELERS	RITZ CARLTON HOTEL OVAL ROOM

Advance Spring fashions, clothes for Southern wear, and evening styles by Filer-Machol. Lackritz Jewelers will show both tailored and elaborate pieces, with rubies and diamonds predominating. Open to public. Press by invitation. Luncheon a la carte. Contact: Filer-Machol...Alice Machol, RE. 4-6844. Lackritz...Marie Lou Warren, PL.3-3274.

Tuesday Jan. 23 2:00 P.M.-6:00 P.M.	DRESS PREVIEW: OFFICIAL NAVY PHOTOGRAPHS	MUSEUM OF MODERN ART	11 WEST 53RD ST. SECOND FLOOR

Large wartime exhibition called: "Power In The Pacific: Battle Photographs Of Our Navy In Action On The Sea And In The Sky." 150 official Navy photographs in black and white and in color, and from 2 to 12 feet high, presented in dramatic sequence by Captain Edward Steichen, USNR, who assembled the photographs. Open to the public from Wednesday, Jan. 24 until March 18. Publicity: Sarah Newmeyer, CI. 5-8900.

Tuesday Jan. 23 3:00 P.M.	SPRING MILLINERY PRESENTATION	GERMAINE VITTU	509 MADISON AVENUE SALON

Preview of Germaine Vittu's Spring hats for the new season. Commentator: Madame Paule Madoc. By invitation only. Publ.: Anna T. Moore, ST. 9-6000.

Tuesday Jan 23 4:00 P.M. Cocktails	COCKTAIL PARTY TO INTRODUCE NEW LIPSTICK	ELMO COSMETICS	EL MOROCCO RESTAURANT CHAMPAGNE ROOM

"Prism Pink", a sparkling new Spring shade of lipstick by Elmo Cosmetics, will be introduced with Walter Florell's "Prism Pink" hats and the new lipstick lacquer. Beauty and fashion press by invitation only. Prism Pink publicity: Rosemary Sheehan, CI. 7-8060.

Tuesday Jan. 23 7:00 P.M.	MRS. ROOSEVELT TO SPEAK AT DISTRIBUTION DINNER	COAT & SUIT INDUSTRY OF NEW YORK	WALDORF ASTORIA HOTEL GRAND BALLROOM

Mrs. Franklin D. Roosevelt will speak at the first Refugee Relief Fund distribution dinner since Pearl Harbor, to representatives from apparel, retail, and textile fields. Other speakers include: Former Mayor James J. Walker, Toastmaster; Sen. James M.Mead of N.Y.; Red Barber, radio broadcaster and Chairman, Red Cross 1945 War Fund Appeal for N.Y.;Louis Broida, exec.V.P., Gimbel Bros.; David Dubinsky, Pres., ILGWU; and others. Tickets: $10. Open to trade and guests. Reservations: Nat'l Coat & Suit Industry Recovery Board, 450 7th Ave., PE. 6-8204. Contact: Daniel W. Barkin. LA.4-9340.

Tuesday Jan. 23	TEXTILE-APPAREL GOVERNMENT PARLEY	WPB, OPA, & OCR	WASHINGTON, D.C. SOCIAL SECURITY BLDG.

Meeting to emphasize need for increased quantities of lower priced clothes. Several hundred textile and apparel men from all over the nation will attend. Dress market representatives: David Rosenthal, Rosenthal & Kalman; Jack Mintz, Parisian Dress Mfg. Co.; and Jack Davis, Jay Day Dress Co., as WPB consultant.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Postponed from 1/24	NOTE...THE RUSSEKS FIFTH AVENUE SHOWING OF SPRING SUITS AT LUNCHEON HAS BEEN POSTPONED TO JAN. 31. SEE PAGE 5 FOR DETAILS.		
Wednesday Jan. 24 12:30 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
	One of the largest fashion shows of the winter season will have a two-fold purpose: philanthropy and a preview of Spring styles. Entire proceeds to 1945 March of Dimes Campaign of Nat'l Foundation for Infantile Paralysis. "Spring Fashions By Night and Day", designed by: Anthony Blotta, Clarepotter, Jo Copeland, Foxbrownie, Samuel Kass, Claire McCardell, Traina Norell, Ben Reig, Maurice Rentner, Nettie Rosenstein, Spectator Sports; Adrian, Henri Bendel, Fira Benenson of Bonwit Teller, Bergdorf Goodman, Hattie Carnegie, Jay Thorpe, Knize, Chez Ninon, Sophie of Saks Fifth-Avenue, Stein and Blaine, Herman Patrick Tappe, Valentina, Lilly Dache, Walter Florell, John-Frederics, Sally Victor, and others will be modeled by stage, screen, and opera stars. Commentators: Mary Astor, Leonora Corbett, and Louis Calhern. Production staged by Lester Gaba. Special script by Inez Robb. Added attraction; "The Clothes Men Like", described by Hollywood Stars. Reservations: $10.00 each at Nat'l Foundation for Infantile Paralysis, 120 B'way, BE. 3-0500. Press strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.		
Wednesday Jan. 24 12:30 P.M. Luncheon	LUNCHEON MEETING FOR MEMBERS	THE FASHION GROUP, INC.	MURRAY HILL HOTEL 41ST ST. & PARK AVE.
	Elizabeth Adams, advertising manager of Cole of California, will speak on "Market In The Making--A Report on California Fabrics and Fashions." She will tell "how to make play pay". Luncheon, $1.65 (including tip). Reservations, limited to 300, close Tuesday, Jan. 23, 5:00 P.M. Must be paid for if not cancelled by them. Members may bring one guest. Contact: The Fashion Group, CI. 7-1734.		
Wednesday Jan. 24 1:15 P.M. Luncheon	FURS AND SUITS AT LUNCHEON SHOW	JAECKEL, INC. 10 EAST 57TH ST.	PIERRE HOTEL COTILLION ROOM
	"Furs Suited to Suits" is the theme of a luncheon fashion show, featuring Jaeckel's new furs to go with suits for Spring. Open to public. Press by invitation. Fashion show under supervision of Viola Shefer, PL. 3-2117.		
Thursday Jan. 25 10:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY	SALLY VICTOR	18 EAST 53RD STREET
	Sally Victor's showing of new Spring millinery fashions (postponed from Jan. 11). By invitation only. Publicity: Mildred Josephs, PL. 3-7450.		
Thursday Jan. 25 7:00 P.M. Dinner	SEMI-ANNUAL DINNER	ADVERTISING WOMEN OF NEW YORK	HOTEL BILTMORE ROOF
	Double feature program with speakers: Charles Carr, Chairman of the Board of the Association of National Advertisers, on "The Use Of Public Opinion Polls As A New Advertising Tool"; and Bruce Barton, Chairman of the Board of the Advertising Federation of America, on "What's Ahead For Advertising?". Allan T. Preyer, president of Advertising Club, will be Master of Ceremonies. As an added attraction, there will be entertainment by 4 Chicks and Chuck, famous rhythm stars from the Kate Smith Program; and Sally Moore, new CBS singing sensation. Dinner, $4.50 per person. Reservations must be made before January 22. Contact: Mabel Blake, WI. 7-5648.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Jan. 26 9:00 P.M.	POLKA MILITARY BALL	KOSCIUSZKO FOUNDATION 149 EAST 67TH STREET	WALDORF ASTORIA HOTEL GRAND BALLROOM

The 12th Annual Benefit Ball will feature Polish decorations, Polish dances, and a pageant with 100 people in ancient Polish costumes. Net proceeds will purchase books for the Polish medical faculty at the University of Edinburgh. Arrangements under direction of Dr. Henry Nobel McCracken, Pres.; and Prof. Stephen P. Mizwa, Exec. Dir. Admission, $5. incl. tax. Open to public. Publicity: Charles C. Martel, RE. 7-4632.

Saturday Jan. 27 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW	SAKS 34TH STREET	DEBUTEEN SHOP SECOND FLOOR

The latest Spring teen-age fashions will be presented at this monthly meeting. Open to public. Publicity: Florence Epstein, LA. 4-7000.

Sunday Jan. 28- Feb. 10	EXHIBITS OF SPRING AND SUMMER LINES	CHICAGO FASHION INDUSTRIES GROUP	CHICAGO, ILLINOIS

The sportswear, wash frocks and accessory division exhibits at the Hotel Stevens will be the only C.F.I. hotel showings. Others will display in individual showrooms. On Tues., Jan. 30, Helen Valentine, editor-in-chief of Seventeen Magazine, will speak at the Merchants' and Manufacturers' Club Breakfast Clinic at 9:00 A.M. Subject: "Selling the Teen-Age Market." Kathleen Aston, Mid-West Editor of Vogue and Glamour will speak at the Wed., Jan. 31 Breakfast Clinic on "Today's Fashion Picture."

Monday Jan. 29 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	MARJORIE CASTLE 15 EAST 53RD ST.	ST. REGIS HOTEL IRIDIUM ROOM

Marjorie Castle's Palm Beach custom-made clothes for day and evening will be shown. Press by invitation. Open to public. Fashion Show Director: Mary Alice Rice, PL. 3-4500.

Tuesday Jan. 30 1:00 P.M. Luncheon	HATS AND GOWNS AT LUNCHEON SHOW	DOROTHY GORDON (14 E.56) SONIA GOWNS,INC.(15 E.56)	RITZ CARLTON HOTEL OVAL ROOM

Sonia will feature cocktail and dressy afternoon resort fashions in addition to Spring dresses and coat-ensembles. Hats, bags, and gloves by Dorothy Gordon will coordinate with these outfits. Open to public. Press by invitation. Luncheon a la carte. Contact: Dorothy Gordon, EL. 5-9641. Sonia Gowns...Ethel Arkin, PL. 3-8241. Ritz Publ.: Marion Morrison, PL. 3-4600.

Tuesday Jan. 30 4:30 P.M. Cocktails	PRESENTATION: SPRING AND SUMMER FABRICS	FOREMAN FABRICS CORP. 1412 BROADWAY	PLAZA HOTEL GRAND BALLROOM

The invited press and retail piece goods buyers will view the latest Spring and Summer fabrics in Foreman's 1945 promotion. The presentation includes models from patterns and some ready-to-wear fashions. Commentator: Paula Lawrence of "One Touch of Venus". Attendance by invitation only. Publicity: Adele Benjamin, PE. 6-7042.

Tuesday Jan. 30 8:30 P.M.	CELEBRATION OF PRESIDENT'S BIRTHDAY	NAT'L FOUNDATION FOR INFANTILE PARALYSIS	WALDORF ASTORIA HOTEL GRAND BALLROOM

This year's President's Birthday Party for the annual appeal to rise funds in the fight against infantile paralysis, will feature a George M. Cohan Revue, with Radio City Music Hall talent. Name bands will perform. General admission: $10.00 for dance and show. Contact: Edward C. Dowden, Jr., Director of President's Birthday Party, PL. 8-0535.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 31 1:00 P.M. Luncheon	"SUIT SETUPS FOR SPRING" AT LUNCHEON	RUSSEKS FIFTH AVENUE 5TH AVE. & 36TH STREET	WALDORF ASTORIA HOTEL SERT ROOM
	"Suit Setups"--a spirited collection of Russeks' suits and what goes with them for Spring. (This fashion show was postponed from Jan. 24.) Open to public. Press by invitation. Luncheon a la carte. Publicity: Beatrice Castle, WI. 7-1900. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Jan. 31 1:15 P.M. Luncheon	MILLINERY PRESENTATION AT LUNCHEON SHOW	JEANNE ROUSSEAU 19 WEST 57TH ST.	PIERRE HOTEL COTILLION ROOM
	Jeanne Rousseau's collection of "Up-To-The-Minute" midseason hats, at a luncheon fashion show. Open to public. Press by invitation. Luncheon a la carte. Fashion show under supervision of Viola Shefer, PL. 3-2117.		
Wednesday Jan. 31 4:00 P.M. Cocktails Or Tea	PRESS SHOWING OF EASTER FASHIONS	JANE ENGEL 1025 MADISON AVE.	LONGCHAMPS MADISON AVE. & 79TH ST.
	Jane Engel's Easter Parade of Fashions, starting with size 4, will be shown to the invited press. Tea and cocktails will be served. Press strictly by invitation. Publicity: Herbert Bijur, RH. 4-0300.		
Thursday Feb. 1 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON	WALTER FLORELL	PLAZA HOTEL PERSIAN ROOM
	Walter Florell's Spring and Summer millinery will be shown dramatically during luncheon. Open to public. Press by invitation. Publicity: Mr. Frederick, PL. 5-0895. Hotel Plaza Publicity: Byrne Bauer, PL. 3-1740.		
Cancelled Feb. 5	NOTE....THE 17TH ANNUAL NATIONAL NOTIONS MERCHANTS SHOW, SCHEDULED TO OPEN AT THE HOTEL PENNSYLVANIA HAS BEEN CANCELLED.		

SPRING OPENINGS

Beginning Week Of Feb. 5	SUMMER COLLECTIONS OF FASHION ORIGINATORS	FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)	NEW YORK CITY SHOWROOMS
	Only one line for Summer will be shown. Second collections will be eliminated. Large numbers of buyers from all over the country will be in New York for the FOGA openings. Contact: Leonard Gendler, CH. 4-6945.		
Beginning Monday Feb. 5	OPENING OF SUMMER LINES	THE SPORTSWEAR GUILD	NEW YORK CITY SHOWROOMS
	Sportswear Guild members include: Adler & Adler, Davidow, David M. Goodstein, Kane-Weill, Mutual-Rosenbloom, Charles W. Nudelman, Zoltan Rosenberg, Sport-Craft, and Star-Maid Dresses. Contact: Bert Reinitz, LA. 4-5970.		
Tuesday Feb. 6 1:00 P.M. Luncheon	DRESS PARADE AT LUNCHEON	HELEN DE HUENE 21 EAST 57TH ST.	RITZ CARLTON HOTEL OVAL ROOM
	"Towards Sunny Days" is the title of a dress parade presented by Helen de Huene during luncheon. Open to public. Press by invitation. Luncheon a la carte. Contact: Helen de Huene, EL. 5-1337. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Note: Advanced To Wednesday Feb. 7 4:00 P.M. Cocktails	PRESS PARTY INTRODUCING NEW YOUNG PERFUME	JUDY'N JILL PERFUMES	BARBERRY ROOM 19 EAST 52ND STREET
	Looking forward to Valentine's Day, this Press Party will introduce a new member of the Judy 'N Jill Perfume family tree. This is the only Junior Miss perfume on the market and was created by that lively firm of Horowitz and Duberman whose Judy 'N Jill label is promoted by 300 of the country's leading stores. Fashion and beauty press by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Feb. 8 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	ROSETTE PENNINGTON 10 EAST 56TH ST.	PLAZA HOTEL PERSIAN ROOM
	These new and sophisticated Spring clothes will include town prints, silk suits, evening gowns, etc. The Spring millinery will consist both of Rosette Pennington's and Keneth Hopkins of Beverly Hills Hats. Open to public. Press by invitation. Luncheon, $2.75. Publicity: Fern Helscher and Mary March: PL. 3-6800. Plaza Publicity: Byrne Bauer, PL. 3-1740.		
Thursday Feb. 8 1:00 P.M. Luncheon	FIFTH ANNIVERSITY LUNCHEON	DU BARRY SUCCESS COURSE 693 FIFTH AVENUE	PLAZA HOTEL GRAND BALLROOM
	Theme: "Adaptability To War-Time Living." Press by invitation only. Publicity: Jane Ellis, PL. 3-8321. Plaza Publ.: Byrne Bauer, PL. 3-1740.		
Tuesday Feb. 13 9:00 A.M. Breakfast	PRESS SHOWING OF SPRING COLLECTION	HELENE GARNELL	40 EAST 51ST ST. SALON
	"A New High In Romance" is the theme of Helene Garnell's Spring collection, to be shown informally at a Valentine breakfast for the press. By invitation only. Publicity: Charlotte Parker, CI. 7-8060.		
Tuesday Feb. 13 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
	Peachbasket shapes and saucy sailors are featured in Peg Fischer's sparkling new Spring millinery. Open to public. Press by invitation. Publ.: Rosemary Sheehan, CI. 7-8060. Ritz Publ.: Marion Morrison, PL. 3-4600.		
Beginning Tuesday Feb. 13 8:00 P.M.-9:45 P.M.	CLASS IN FURS AND FUR MERCHANDISING	NEW YORK UNIVERSITY SCHOOL OF RETAILING	NEW YORK UNIVERSITY WASHINGTON SQUARE
	The Spring 1945 class in Furs and Fur Merchandising, held Tuesday evenings for 15 weeks, with Max Bachrach, fur consultant, fur expert, and lecturer, as instructor. Mr. Bachrach is the author of "Furs", "Selling Furs Successfully", and "The Fur Digest". Course covers regional and seasonal differences in furs; study of skin and hair structures; effects of seasonal changes; handling of peltries and their classification; methods of evaluation; garment design; cold-storage; marketing; credit and financing. Registration begins Monday, Jan. 22, 9:00 A.M. to 8:00 P.M. Cost of course: $27.00. Contact: N.Y.U. School of Retailing, SP. 7-2000, Ext. 257.		
Tuesday Feb. 13 8:30 P.M.	THIRD ANNUAL FORUM	N. Y. NEWSPAPER WOMEN'S CLUB	TOWN HALL 123 WEST 42ND ST.
	"Report from the Fronts", is the title of the Forum featuring speakers just back from European and Pacific war theatres. These include: Frank Gervasi, associate editor and war correspondent of Collier's Weekly; Henry T. Gorrell, war correspondent for United Press; and Alexander H. Uhl, foreign editor and correspondent for PM. Dorothy Dunbar Bromley of the Herald-Tribune is chairman of the Forum Committee and Virginia Pope of the New York Times is president of the Club. Tickets: $.90-$2.40, including tax. Contact: MU. 4-9120.		
Change From 2/14	NOTE: .... THE DATE OF THE PRESS PARTY INTRODUCING A NEW JUDY'N JILL PERFUME HAS BEEN ADVANCED TO FEBRUARY 7. SEE PAGE 5 FOR DETAILS.		
Feb. 14	VALENTINE'S DAY (Wednesday)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 14 10:30 A.M.	PRESS PREVIEW: SPRING MILLINERY	HENRI BENDEL	10 WEST 57TH STREET SALON
	Showing of Bendel custom-made hats to the invited press. Publicity: Frances Anderson, CI. 7-1100.		
Wednesday Feb. 14 1:00 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON	THE TAILORED WOMAN 742 FIFTH AVENUE	WALDORF ASTORIA HOTEL SERT ROOM
	Valentine showing during luncheon of new Spring suits, coats, dresses, hats, accessories, and furs. Open to Public. Press by invitation. Luncheon a la carte. Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Thursday Feb. 15 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON	SADA SACKS INC. 672 MADISON AVE.	PLAZA HOTEL PERSIAN ROOM
	Sada Sacks collection of Spring clothes will be shown during luncheon. Open to public. Press by invitation. Luncheon, $2.75. Sada Sacks Publ.: Martin O. Kahn, RE. 4-2937. Plaza Publ.: Byrne Bauer, PL. 3-1740.		
Week Of Feb. 17 - Feb. 24	ANNUAL NATIONAL SEW AND SAVE WEEK	NATIONAL NEEDLECRAFT BUREAU, INC.	385 FIFTH AVENUE NEW YORK CITY
	The seventh annual "National Sew and Save Week", the No. 1 home-sewing promotion of the year, will feature a three-way promotional campaign;"Make Your Own Clothes"; "Buy War Bonds with the Money You Save", "Sew For the Red Cross". Stores again will highlight their fabric, pattern & notion departments. War bonds will be the prizes in this year's window display contest. About 30,000 stores will cooperate in the event. Display and other promotional material available to stores. Publicity: Herbert Osmer, LE. 2-4455.		
Monday Feb. 19 10:30 A.M.	PRESS PREVIEW OF SPRING FASHIONS	BLOOMINGDALE'S LEXINGTON AVE. AT 59 ST.	GREEN ROOM 3RD FLOOR
	Bloomingdale's annual Spring Fashion Revue will be presented to the invited press. Publicity: Karen Hollis, VO. 5-5900.		
Tuesday Feb. 20 8:15 P.M.	ANNUAL ALL-STAR BENEFIT FASHION SHOW	ISRAEL ORPHAN ASYLUM	MADISON SQUARE GARDEN 307 WEST 49TH STREET
	Benefit fashion show for Israel Orphan Asylum under direction of Ann Lawren of William Loweth Co., who will be commentator this year. She will give short biographies of the following creators who will exhibit: Charles Armour; Joseph Barnett; Rose Barrack; Capri; Carmel Bros.; Deitsch, Wersba & Coppola; Elfreda; Foxbrownie; Louise Barnes Gallagher; Ben J. Gam; Ben Gershel; Joseph Halpert; Jablow; Samuel Kass; Kiviette; Philip Mangone; Milgrim; Milmont; Monte Sano & Pruzan; Pattullo; Ben Reig; Maurice Rentner; Nettie Rosenstein; Ann Sadowsky; Adele Simpson; Herbert Sondheim; Spectator Sports; Zuckerman & Kraus; Davidow; Charles Nudelman; Adler & Adler; I. J. Fox will participate with furs worn by "cover girls." Dresses, suits, coats, millinery, and accessories will be featured. Tickets from $1.50 to $10.00 at Israel Orphan Asylum, 274 East 2nd Street AL 4-8300. Publ. Ann Lawren, PE. 6-3650.		
Wednesday Feb. 21 1:00 P.M. Luncheon	SHOWING OF SPRING CLOTHES	SADA SACKS INC. 671 MADISON AVE.	PISRRE HOTEL COTILLION ROOM
	Gay Spring fashions by Sada Sacks will be shown at a luncheon fashion show. Open to public. Press by invitation. Luncheon a la carte. Publicity: Martin O. Kahn, RE. 4-2937.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 21 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	LANZ FIFTH AVENUE	WALDORF ASTORIA HOTEL SERT ROOM
	New Spring and Summer fashions creations by Lanz. Open to public. Press by invitation. Luncheon a la carte. Publicity: Renny Tuchman, PL. 3-3800. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Feb. 21 4:00 P.M.	PRESS PREVIEW: SPRING MILLINERY	SAKS FIFTH AVENUE 611 FIFTH AVENUE	SALON MODERNE 3RD FLOOR
	Showing of exclusive Spring custom millinery by two talented designers, Tatiana du Plessix and Josephi. Press strictly by invitation. Publicity: Helen Kauper, PL. 3-4000.		
Thursday Feb. 22	WASHINGTON'S BIRTHDAY		
	Stores in N.Y. will be closed all day to celebrate this National holiday.		

PRESS OPENINGS OF LEADING CUSTOM-ORDER "ORIGINALS" COLLECTIONS

Showings of the custom-made Dress Collections are open only to those members of the Press who have been notified and invited.

Monday..... Feb. 26	MILGRIM'S At 10:30 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday.. Feb. 28	SAKS 5TH AVENUE At 2:30 P.M.	611 5TH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Thursday... March 1	JAY THORPE At 2:30 P.M.	24 WEST 57TH ST.	PUBL.: JUNE HOLLISTER	CI. 7-4300
Monday..... March 5	BERGDORF GOODMAN At 5:00 P.M.	754 5TH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Tuesday.... March 6	BONWIT TELLER At 11:00 A.M.	721 5TH AVE.	PUBL.: DORIS BARTNETT	EL. 5-6800
Wednesday.. March 7	HENRI BENDEL At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100

Monday Feb. 26 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON	FRANKLIN SIMON & CO. 414 FIFTH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM
	Gay Spring millinery will be shown during luncheon. Open to public. Press by invitation. Publicity: Agnes Crotty, WI. 7-9600.		
Monday Feb. 26- March 23	PARIS COUTURE OPENINGS	PARIS CREATORS	PARIS, FRANCE
	Tentative Paris Couture openings have been set, with 60 models permitted to each house. Still under discussion: shipping space for their importation.		
Tuesday Feb. 27 9:30 A.M. Breakfast	PRESS BREAKFAST: SPRING FASHIONS	R. H. MACY & CO. HERALD SQUARE	EXECUTIVE DINING ROOMS 13TH FLOOR
	Spring fashions will be shown at a breakfast for the press. Attendance by invitation only. Publicity: Virginia Meyer, CH. 4-2000.		
Tuesday Feb. 27 2:30 P.M.	SPRING FASHION SHOW	SAKS 34TH STREET	FOURTH FLOOR
	Details later. Open to public. Press by invitation. Publicity: Florence Epstein, LA. 4-7000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 27 4:00 P.M.- 8:00 P.M. Cocktails	"YOU BRING IT, WE STYLE IT" FASHION SHOW	CITIZENS COMMITTEE FOR ARMY AND NAVY	PLAZA HOTEL GRAND BALLROOM
	A novel fashion show featuring young matrons and debutantes of this season and former years, modeling clothes of their friends. Several society women have donated gowns and other wearing apparel from their personal wardrobes to the committee, headed by wives of high-ranking officers in the armed forces. Show will be divided into 2 sections: one for clothes given by society women from their wardrobes; the other, for special costumes by Tappe, Nicole, Boue Soeurs, Braagaard, John Frederics, etc. Chairman of fashions: Kay Silver of Mademoiselle. The clothes will be sold later to raise money for the committee. Tickets: $2.00. Contact: Mrs. David Bandler, WI. 2-9000.		
Wednesday Feb. 28 9:15 A.M. Breakfast	FASHION SHOW AT BESSIE BEATTY PROGRAM	J. B. LIPPINCOTT CO.	WOR MUTUAL PLAYHOUSE 245 WEST 52ND STREET
	Breakfast for the invited press will precede a fashion show of Spring creations by famous designers and a broadcast by Bessie Beatty who will feature the forthcoming book "Fashion Is Our Business", published by J. B. Lippincott Co. The broadcast over Station WOR (710 on dial) will take place from 10:15-11:00 A.M. Publicity: Hilde Dyer, PE. 6-8000. Ext. 271.		
Wednesday Feb. 28 1:00 P.M. Luncheon	SPRING FASHION SHOW AT LUNCHEON	ARNOLD CONSTABLE 5TH AVE. AT 40TH ST.	WALDORF ASTORIA HOTEL SERT ROOM
	New Spring fashions will be shown at luncheon. Press by invitation. Open to public. Publicity: Gerry Morgan, CA. 5-2300. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Feb. 28	SAKS 5TH AVENUE'S SPRING SHOWING FOR THE PRESS AT 2:30 P.M. See page 8.		
Mar. 1	JAY THORPE'S SPRING SHOWING FOR THE PRESS AT 2:30 P.M. See page 8.		
Thursday Mar. 1- Apr. 15	FIFTH NATIONAL SEWING CONTEST	NATIONAL NEEDLE-CRAFT BUREAU	ALL OVER THE COUNTRY
	Newspapers and radio stations in 40 cities will participate in the 5th National Sewing Contest, which closes on April 15. After local judging, first prize winning garments will be forwarded to N. Y. for selection of the national prize winners, by a panel of prominent judges. Winners will be announced at a cocktail party and fashion show to be held in the Sert Room of the Waldorf Astoria on June 13. Publicity: Gwen McKenna of Tom Fizdale, Inc., MU. 2-6560.		
Monday Mar. 5 10:00 A.M. Breakfast	PRESS PREVIEW: SPRING FASHIONS	DE PINNA	650 FIFTH AVENUE THIRD FLOOR
	Sport, town, and debutante fashions for Spring will be shown to the invited press. Publicity: Dorothy Coburn, VO. 5-4800.		
Monday March 12 1:00 P.M. Luncheon	FASHION SHOW DURING LUNCHEON	ERIK OF PARIS	PLAZA HOTEL TERRACE ROOM
	"A Toast To New York and Paris" by Parisian Milliner, Erik of Paris. Tickets, $5.00. All proceeds to American Red Cross. Press <u>strictly</u> by invitation. Publicity: Mr. Erik, PL. 3-1740, Ext. 1236. Plaza Publicity: Byrne Bauer, PL. 3-1740.		
April 1	EASTER SUNDAY		

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

Monday Jan. 22 — ORSON WELLES IN PERSON — NEW YORK CITY CENTER, 131 WEST 55TH ST.
Subject: "The Nature of the Enemy." Contact: CI. 6-7474.

Tuesday Jan. 23 — OPENING: "A GOOSE FOR THE GANDER" THE PLAYHOUSE, 137 WEST 48TH STREET
Starring Gloris Swanson in her Broadway debut, and co-starring Conrad Nagel, this new comedy by Harold J. Kennedy includes in its cast: the author, Choo Choo Johnson, Maxine Stuart, and others. Play staged by Tommy Ward. Setting by Frederick Fox. Miss Swanson's gowns by Valentina. Publicity: Vince McKnight, BR. 9-1023.

Wednesday Jan. 24 — PREMIERE: "SUNDAY DINNER FOR A SOLDIER" ROXY THEATRE, 7TH AVE. & 50TH ST.
A gay and poignant 20th Century Fox comedy, featuring Anne Baxter and John Hodiak, and based on Martha Cheaven's recent Good Housekeeping Magazine story. Directed by Lloyd Bacon. Costumes by Kay Nelson. Publicity: Jeannette Sawyer, CI. 6-0950.

Wednesday Jan. 24 — LECTURE: DOROTHY THOMPSON, — TOWN HALL, 123 WEST 43RD STREET
Subject: "This Changing World". Contact: WI. 7-5800.

Thursday Jan. 25 — PREMIERE: "WOMAN IN THE WINDOW" (Movie), PALACE THEATRE, BROADWAY & 47TH ST.
Second of the season's four features by International Pictures for RKO Radio Release, starring Edward G. Robinson, Joan Bennett, and Raymond Massey. The dramatic experiences of a psychologist who commits murder in self-defense. Screen play written by Nunnally Johnson, who produced the picture. Costumes by Muriel King. Publicity: Rutgers Neilson, CO. 5-6500.

Thursday Jan. 25 — PREMIERE: "THE THIN MAN GOES HOME" (Movie), CAPITOL THEATRE, 1639 BROADWAY
MGM's continuation of the comedy-romance-detective "Thin Man" series, with William Powell and Myrna Loy. Costumes by Irene. Publicity: Herbert Crooker, BR. 9-7800.

Thursday Jan. 25 — OPENING: "THE TEMPEST" — ALVIN THEATRE, 250 WEST 52ND STREET
With Vera Zorina and Canada Lee as Ariel and Caliban, this Margaret Webster production of Shakespeare's great play will be presented by Cheryl Crawford. Original music by David Diamond. Settings and costumes by the Motleys. Publicity: Karl Bernstein, CI. 6-0427.

Friday Jan. 26 — AMERICAN CHAMBER MUSIC CONCERT, MUSEUM OF MODERN ART, 11 WEST 53RD STREET
The National Association for American Composers and Conductors, in association with the National Music League, will have four Friday programs of 20th century American chamber music. The concert will be open to members of the National Association for American Composers and Conductors, the Museum of Modern Art, and the National Music League. Contact: National Music League, CO. 5-2472.

Friday Jan. 26 — DUO-PIANO CONCERT, — TOWN HALL, 123 WEST 43RD STREET
Renowned two-piano team of Luboshutz and Nemenoff. Contact: WI. 7-5800.

Saturday Jan. 27 — OPENING: "UP IN CENTRAL PARK" — CENTURY THEATRE, 7TH AVE. & 59TH STREET
Michael Todd's new musical comedy starring Wilbur Evans, Betty Bruce, Noah Beery, Charles Irvin, and Rose Inghram. Book by Herbert & Dorothy Fields. Lyrics by Dorothy Fields. Music by Sigmund Romberg. Costumes by Grace Houston. Publicity: Morton Nathanson, CI. 7-0510.

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